

MOONGLASS™

APPROACH

Reveal the path. Earn the trust. Preserve the promise.

Every strategic undertaking has an essential path connecting its original intent to the outcome it must deliver.

Like moonlight on water, the path is there if you know where to look. The Moonglass Approach brings the essential connections into focus so people can see where they're going, believe in the direction, and choose to move forward together.

Whether applied at a single critical decision point or across the full lifecycle, Moonglass keeps the original promise from getting lost as circumstances change.

WHERE IT APPLIES

Where the path has to hold

Offer	The path that has to hold	You might be hearing
Deal Value That Holds	Value that holds after close	"We've got a deal coming, or we just closed one."
PMO Built on Trust	Priorities people trust	"Everything is priority one."
Transformation That Sticks	Adoption that sticks	"We've tried this twice before."
Steady Through Disruption	One shared picture under pressure	"Every function is reacting on its own."

START WHERE IT MATTERS MOST

One moment, or the full lifecycle

Bring Moonglass in at a single critical moment, or across the full lifecycle. A la carte or end to end.

Before you commit	As you launch	While you deliver	After it's called done
Test the intent before money and credibility are on the line.	Set decision rights, owners and a plan people will actually follow.	Keep priorities, people and evidence aligned as conditions change.	Confirm the value arrived and the change held after the team moves on.

WHAT IT IS, AND ISN'T

The advisory layer between strategy and results

Moonglass is	Moonglass isn't
People-first advisory that connects intent to outcome	A replacement for your team or your big-firm partners
AI-supported, with people making the calls	An AI tool that makes decisions for you

Five disciplines keep the path intact

Discipline	The question it answers	What it looks like
1. People & Adoption Leadership	Will the people who deliver it believe in it?	Skeptical teams brought in early, so skepticism turns into commitment
2. Decision Rights & Governance	Who decides, and how fast?	A named owner for every call, and a fast, agreed way to settle conflicts
3. Value Realization & Evidence Tracking	Is the promise still true, and how do we know?	A testable claim, an honest time horizon, and proof the value arrived, tracked after the project team moves on
4. Operating Design & Cohesion	Does how the work really gets done support it?	The org chart matches how work really gets done, so people operate as one team
5. Strategic Clarity Amid Complexity	What matters most right now?	The right call made early: what to change, what to leave alone, and what to stop

People come first. The other four only hold if the people who deliver the value are on board.

AI, WHERE IT EARNS ITS PLACE

AI guides, challenges and earns its place. People make the calls, and one person stays accountable. AI should make people more capable, not replace them.

ABOUT

Laura Clampitt, PMP. 18 years in M&A integration, PMO leadership and enterprise transformation. B.S. Electrical Engineering & Computer Science.

“People follow a person they’ve decided to trust long before they follow a plan.”

Every situation I’ve worked in looked like a strategy problem on paper. In practice, each one was a people problem first.

30+ integrations and divestitures	\$1B operating model shift	~\$8B revenue protected	10M educators in 32 languages
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